

number of the B1 data, "B2 DATA SERIAL NO." representing the serial number of the B2 data corresponding to the B1 data, "CATEGORY", "PAGE", "DETAILED INFORMATION #1" to "DETAILED INFORMATION #6", and "CM#1" to "CM#6". The CM information corresponding to the program detailed information #1 to #6 are assigned to the CM#1 and CM#6 in this case. While, the B2 data  $D_{B2}$  consists of the same format (Fig. 7B) as that of the program list screen described above (Fig. 8B).

By using the B1 data  $D_{B1}$ , the B2 data  $D_{B2}$ , and the screen layout data  $D_{ML}$ , the EPG processing part 46A creates the C data (display data)  $D_C$ . The C data  $D_C$  refers the A1 data  $D_{A1}$ , the A2 data  $D_{A2}$ , and the A3 data  $D_{A3}$  through the B1 data  $D_{B1}$  and the B2 data  $D_{B2}$ . The C data  $D_C$  created in this way is stored in the DRAM 37A as bit map data of the EPG screen, and is read out by the MPEG video decoder 37 described above to be displayed on the EPG screen of the monitor device 23.

In this case, as the screen layout data referred by the C data  $D_C$ , a standard screen layout data  $D_{ML}'$  previously stored in a memory of the multimedia processor 46 may be referred in addition to the transmitted screen layout data  $D_{ML}$  (Fig. 3).

In this connection, Fig. 9 shows a data referring process to create the C data  $D_C$ . In this case, an arrow in the figure denotes the direction for referring data. First, the A3 data  $D_{A3}$  is referred by the A1 data  $D_{A1}$  and the A2 data  $D_{A2}$ , the A2 data  $D_{A2}$  is referred by the A1 data  $D_{A1}$ , the A1 data  $D_{A1}$  is referred by the B2 data  $D_{B2}$ , and the B2 data  $D_{B2}$  is referred by the B1 data  $D_{B1}$ . Then,

At step SP4, the EPG processing part 46A judges whether or not the layout of the display screen based on the screen layout data  $D_{ML}$  includes the CM display area.

When an affirmative result is obtained at step SP4, the EPG processing part 46A proceeds to step SP5 to refer the data F12 (Fig. 4C) relating to CM among from the A3 data  $D_{A3}$  constituting the program content data  $D_{PC}$ , and then proceeds to step SP6.

On the contrary, when a negative result is obtained at step SP4, the system controller 44 proceeds to step SP6 as it is.

Next, the system controller 44 creates the C data  $D_C$  based on the B data  $D_B$  and the screen layout data  $D_{ML}$  at step SP6, and creates bit map data of the EPG screen. The created bit map data is stored in the DRAM 37A at step SP7 and displayed by the MPEG video decoder 37. After that, the system controller 44 proceeds to step SP8 to terminate the display processing procedure RT1.

In this way, the EPG screen M1, e.g. the screen shown in Fig. 12, can be displayed on the display screen 23A of the monitor device 23. The EPG screen M1 mainly has a program guide area  $A_1$ , an operation setting area  $A_2$ , and a CM display area  $A_3$ .

In the program guide area  $A_1$ , the guide columns of television programs in various time zones are displayed for every broadcasting stations, and the program detailed screen of a predetermined form is hierarchically set in each program. In the operation menu area  $A_2$ , the operation menus of "Search", "Reserve", "Set", and "Return" are displayed, and the operation screen of a predetermined form is